



### **Hak cipta dan penggunaan kembali:**

Lisensi ini mengizinkan setiap orang untuk mengubah, memperbaiki, dan membuat ciptaan turunan bukan untuk kepentingan komersial, selama anda mencantumkan nama penulis dan melisensikan ciptaan turunan dengan syarat yang serupa dengan ciptaan asli.

### **Copyright and reuse:**

This license lets you remix, tweak, and build upon work non-commercially, as long as you credit the origin creator and license it on your new creations under the identical terms.

## DAFTAR PUSTAKA

- Venus, A. (2018). *Manajemen Kampanye Edisi Revisi*. Bandung: Simbiosis Rekatama Media.
- Landa, R. (2010). *Advertising by Design, Second Edition* Hokoben, Wiley & Sons. Inc.
- Capoeira, N. (1995). *The Little Capoeira Book*. Berkely: North Atlantic Books.
- Sugarman, J. (2006). *Advertising Secret of The Written Word*. USA: Delstar Pub.
- Sugiyama, K. & Andre, T. (2010). *The Dentsu Way*. USA: Mcgraw Hill Profesional.
- Sugiyama, K. & Andre, T. (2010). *The Dentsu Way*. USA: Mcgraw Hill Profesional.
- Creswell, J. & Creswell, D. (2018). *Research Design*. USA: Sage Publication Inc.
- Jura, B. & Graver, A. (2012). *Best Practice For Graphic Designers, Grid and Pages Layouts: An Essential Guide For*. USA: Rockport Publisher.
- Black, B. (2013). *DSLR Photography For Beginners*.
- Hashimoto, A. & Clayton, M. (2009). *Visual Design Fundamentals a Digital Approach, Third Edition*. USA: Charles River Media.
- Ardhi, Y. (2013). *Merancang Media Promosi Unik dan Menarik*. Yogyakarta: Taka Publisher.
- Dameria, A. (2007). *Color Basic: Panduan Dasar Warna Untuk Desainer dan Industri Grafika*. Jakarta: Link Match Graphic.
- Willen, B. & Strals, N. (2009). *Lettering and Type: Creating Letters and Designing Typefaces*. New York: Princeton Architectural Press.

Carter, R. Day, B. & Meggs, P. (2009). *Typographic Design: Form and Communication Fifth Edition*. Canada Hokoben, Wiley & Sons.

Asadi, A. (2013). *Photoshop For Beginer 11<sup>th</sup> ED*. Australia: Image Publishing Ltd.